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~~a control means that, based on said second link information, controls said broadcast receiving block for receiving said broadcast program.~~

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REMARKS

Claims 20-22 remain pending in the application. The other claims 1-19 and 23-57 have been cancelled without prejudice subject to the filing of a divisional and/or continuation application. Of these cancelled claims, claims 8, 13-19, 23-25 and 28-57 were previously withdrawn from consideration in view of the prior restriction requirement.

The Office Action rejected claims 20-22 as obvious over BATCHELOR (US 5,724,103) in view of HIDARY (US 5,774,664). Applicants respectfully traverse this rejection in view of the following remarks and the clarifying amendments made to claims 21 and 22.

Each of Applicants' independent claims 20-22 recite a terminal device of a media-integrating system. Claim 20 specifically includes an information reading means that controls a package control block to read stored information based on first link information of broadcast information having the first link information for giving an instruction for reading the particular information from the package and second link information for

giving an instruction for reading information stored in an information providing device. Based on the second link information, the information reading means controls a communication control block to read information from the information providing device.

By contrast to Applicants' claim 20, BACHELOR shows a method for accessing particular information stored in the package, when a broadcast signal is received by a broadcast receiver, based on link information embedded into a vertical blinking interval (VPI) of the broadcast signal for extracting the particular information from a package, such as a CD-ROM.

Also by contrast, HIDARY shows a method for acquiring information from the Internet as specified by uniform resource locators (URLs) when a broadcast signal is received by a broadcast receiver based on the URLs embedded into the broadcast signal.

According to the present invention, however, first link information for extracting particular information from a package and second link information for extracting particular information from a network (an information providing device) are embedded into the vertical blanking interval of a broadcast signal. This operation is done because the package, such as a CD-ROM, is suitable for storing and dividing massive amounts of data, while

the network (information providing device) is suitable for providing up-to-date information.

In the present invention, the large amount of data read-out from the package and the new information read-out from the network (such as the Internet) are provided to the user simultaneously by embedding the links which are associated with the information stored in the two media.

By way of example, a user watching television in his home may be interested in the goods shown in a TV program and may therefore want to know further details along with the sales price of the goods. In this situation, it is advantageous to use the moving picture to explain detailed information (such as the specifications, the exterior of the goods, and the usage of the goods, etc.) about the goods. Unfortunately, the amount of data taken up by the moving picture is extremely large, and it is therefore difficult to acquire the detailed information from the network. Therefore, the moving picture required for explanation of the goods is stored in the package. On the other hand, for information concerning the sales price and in-stock volume of the goods as well as the up-to-date information concerning the goods (such as when freshness is important), it is convenient to acquire this information from the network (the information providing device such as the Internet).

According to Applicants' claimed invention, the link information for extracting the large amount of data from the package and the link information for acquiring the up-to-date information from the network are embedded into the broadcast signal. Therefore, the invention advantageously easily provides both the detailed information and the up-to-date information on the goods to the user.

This advantageous effect is not achieved by the methods taught by BATCHELOR and HIDARY - the method for linking broadcast and package, or broadcast and network. In view of the above, Applicants submit independent claim 20 is patentable over the combination of BATCHELOR and HIDARY. Moreover, any attempt to combine these references to try to achieve Applicants' invention would merely be the result of impermissible hindsight.

Regarding independent claim 21, Applicants have clarified this claim to note that the control means, based on second link information, controls a broadcast receiving block for receiving a particular broadcast program. Here, a means is provided for storing into the information providing device the first link information for reading particular information from a package and the second link information associated with the broadcast program. A reading means controls a package control block to read information stored in the package based on an instruction

of the first link information stored in the information providing device.

By contrast, Applicants point out that HIDARY discloses a method for receiving a particular broadcast by controlling a broadcast receiver based on information acquired from a network.

The present invention, however, embeds the first link information for reading the particular data from the package and second link information for receiving a particular broadcast into the information acquired from the network. In this way, for example, if a user finds interesting information in a home page, he is able to read out the moving picture having the large amount of data concerning the interested information from the package by using the first link information, and to select the channel of the program associated with the interesting information by using the second link information simultaneously.

Accordingly, Applicants' invention has the unique advantage of being able to obtain various information other than that disclosed by HIDARY's method. Accordingly, Applicants submit claim 21 is also patentable over the cited prior art.

Finally, Applicants' independent claim 22 has also been clarified to note that the control means, based on the second link information, controls the broadcast receiving block for receiving the broadcast program. Here, the claimed means stores into the package first link information for reading particular

information from the information providing device and second link information associated with the broadcast program. The reading means controls a communication control block to read information stored in the information providing device based on an instruction of the first link information stored in the package.

Again by contrast, HIDARY discloses a method for extracting particular information from a network using URLs, which are embedded into a VBI and are obtained by reproducing the broadcast wave stored in a package such as a DVD. But in HIDARY's method, a broadcast receiver is not controlled by information from the package.

As discussed, the claimed invention embeds both the first link information for extracting information from the network and the second link information associated with a broadcast program into the package. By operating in this manner, if a mail-order business company delivers a CD-ROM disk to various users, and the users put the disk into a terminal device to access its contents, then the channel of a shopping program provided by the mail-order business company is able to be automatically selected, or the information relating to the up-to-date selling price or in stock volume are provided from the network. In this manner, Applicants' claimed invention differs significantly from HIDARY. Accordingly, Applicants submit claim 22 is also separately patentable over the cited prior art.

In view of the foregoing, Applicants submit claims 20-22 are now in condition for allowance. An early notice to that effect is solicited.

Summarizing, Applicants have made an important contribution to the art to which the present subject matter pertains, for which no counterpart is shown in any of the art or combination of same. The invention is fully set forth and carefully delimited in all claims in this case. Under the patent statute, Applicants should not be deprived of the protection to which they are entitled for this contribution. Accordingly, it is respectfully requested that favorable reconsideration and an early notice of allowance be provided for all remaining claims.

If there are any questions regarding this amendment or the application in general, a telephone call to the undersigned would be appreciated since this should expedite the prosecution of the application for all concerned.

If necessary to effect a timely response, this paper should be considered as a petition for an Extension of Time sufficient to effect a timely response, and please charge any deficiency in

fees or credit any overpayments to Deposit Account No. 05-1323  
(Docket #381NT/43975) .

Respectfully submitted,

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